

TI-26605

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ABSTRACT OF THE DISCLOSURE

An apparatus and method for customizing television content uses an application (70) operating on a computing platform (12) associated with a display device (40). The platform (12) accesses a display component database (48) containing display components (6). The application (70) includes a profile database (80) that stores a viewer profile (84) and a filter module (76) that is coupled to the profile database (80). The filter module (76) accesses the viewer profile (84) and display components (6) and, in response, selects a preferred display component (6') according to the viewer profile (84) and the display components (6). The preferred display component (6') facilitates the targeting of viewers based on demographic information.